



The Rutherford County School Resource Officers Association is hosting our fourth annual Special Needs Rodeo this March 13th, 2009 at the Tennessee Miller Coliseum. Each year the Rutherford County School Resource Officers Association hosts special needs children from all Rutherford County Schools. In addition to seeing the rodeo, all eligible students are provided transportation, lunch, horse rides, an opportunity to visit with the cowboys, and other activities. In 2008, over 700 special need students attended the field trip.

To support this project, sponsors are needed. Sponsorships are available at a wide variety of levels. On the back of this brochure are the opportunities and prices.

What do I get for my sponsorship? In addition to knowing you helped provide a wholesome entertainment choice for your community, your company will be visible at the Special Needs Rodeo and at the main performances on both Friday, March 13th and Saturday, March 14th, 2009. All sponsors receive the package they purchase, and recognition during the performances by the emcee.

The R.C.S.R.O. A. is proud to have teamed with The Lone Star Rodeo Company. Lone Star Rodeo, a professional master in entertainment since 1949, is celebrating its 60th anniversary. Lone Star Rodeo was created in Marfa, Texas and moved to Tennessee with the Fowlkes family in 1949 when Preston Fowlkes, Sr. brought the sport of rodeo to the fans in the Southeast. Lone Star Rodeo Company now resides in Crofton, KY on their 660 acre ranch. The family tradition of top-notch stock and competition, pageantry, and family entertainment has been carried on for the past 33 years by Preston Fowlkes, Jr. The family commitment continues into the next generation with the entire family working side by side. Lone Star Rodeo produces over 40 events per year. The Lone Star Rodeo Company travels in eleven different states, from the Crossroads of America in New Albany, IN to the Limestone County Sheriff's Arena in Athens, AL on up to the Chesapeake Bay. Not to mention the beautiful Virginia Horse Center in Lexington, to the Calsonic Arena, on the Celebration grounds in Shelbyville, TN, on over to the Shelby Showplace in Memphis, TN. Lone Star Rodeo Company will continue to go up and down the eastern seaboard to provide the spectators with the best in western style, family entertainment.



Sponsorship Opportunities

_____ **Fence Banner:** We provide a banner (2ft X 6ft) with your logo that is displayed both nights of the rodeo. The cost is \$300.00. You may provide your own banner if it is no larger than 2ft x 6ft. The cost is \$250.00.

_____ **Chute Banner:** We provide a banner of your logo that is displayed both nights. *Announcements are made both nights* during "Rough Stock Events" that your business is sponsoring that chute and are supporters of the School Resource Officers Association. You will also receive 4 complimentary tickets. The cost is \$500.00.

_____ **Chuck Wagon Sponsor:** The "Chuck Wagon" will be displayed at your place of business the week of the rodeo. Your company name and logo will be on the canvas that we provide. The wagons will be featured in a "Chuck Wagon Race" both nights of the rodeo. *Announcements will be made about your business* as a sponsor during the rodeo. You will also receive 10 complimentary tickets. The cost is \$1,000.00.

_____ **Event Sponsor:** "Event Sponsors" will sponsor a certain event. The *business will be announced* as a sponsor of that event. "Event Sponsors" also receive a Fence Banner that we provide. The business will also receive 2 complimentary tickets. The cost is \$350.00.

_____ **Rodeo Clown and Bull Fighters:** The business that sponsors the "Rodeo Clowns" and "Bull Fighters" *will be recognized* throughout both night performances as their official sponsors. You will also have a banner placed in the arena. The cost is \$500.00.

_____ **Pick-up Men:** The business that sponsors the "Pick-up Men" *will be recognized* throughout both night performances as their official sponsors. You will also have a banner placed in the arena. The cost is \$500.00.

_____ **Specialty Acts:** The business that sponsors the "Specialty Acts" *will be recognized* throughout both nights performances as their official sponsors. You will also have a banner placed in the arena. The cost is \$500.00.

_____ **Night Sponsor:** "Night Sponsors" will sponsor one night of the rodeo. The sponsor will be the host for that performance with announcements about the business. The business will be allowed to set up displays both inside and outside the facility if they wish. The *business name and logo will appear on all advertisements* for the rodeo including posters, newspaper, tickets for the night sponsoring, billboards, one full page in the rodeo program, and radio commercials. The sponsor will receive a "Chuck Wagon Canopy" for the races, fifty complimentary tickets, "Chute Gate Banner", and a "Fence Banner". The cost is \$2,500.00 per night.

_____ **Corporate Sponsor:** A "Corporate Sponsor" will receive the same as a night sponsorship, except that you will receive tickets for *each performance* and receive *top billing in all advertisement* for this event. The cost is \$5,000.00.

Sponsor agrees to pay \$_____ dollars for the above mentioned sponsorship choice.
Please make checks payable to the **Rutherford County School Resource Officers Association**.

Name of Sponsor: _____

Please attach copy of business card.

Thank you for your support of this worthwhile event.